Radio Program Log

of

Marían and Jím Jordan
#3

Farmer Rusk's Top O'Morning

1931 -1932 (wmaq)

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## FARMER RUSK'S TOP 0' MORNING Radio Program Log 1931 to 1932

For the average person today who does recall Marian and Jim Jordan as Fibber McGee and Molly, FARMER RUSK'S TOP 0' MORNING would have absolutely no significance, yet it is to Farmer Rusk himself that we can trace the conceptual origin of the eventual Fibber McGee and Molly Program.

According to Jim Jordan when interviewed in May of 1980, Farmer Rusk graduated from the University of Missouri in agriculture and was hired by WENR, Chicago, to develop a noon-time farm show, but shifted this program to NBC. Farmer Rusk told the Jordan's of an old man who owned a store in the university town of Columbia, Missouri. The store was stocked full, but when customer asked for goods he had, he would look right at his materials and tell the customer he was "smackout" of them and would have them in for him tomorrow, and he did, from St. Louis. The store keeper "was a god-awful liar;" he would tell tall tales to students who began "hanging out" at the store that the students dubbed "Smackout." Marian and Jim took this concept given by Farmer Rusk and, with Don Quinn, their partner-writer, created the characters in "Smackout" eventually evolved into Fibber McGee and Molly four years later.

At the first broadcast, Farmer Rusks' morning program was titled FARMER RUSK'S HOUR (Though the program was in fact thirty minutes). A contest was given for radio fans to suggest a permanent title. The winning title added "TOP O' MORNING" and won the contestant \$15.00 in doing so.

This program was on the air each morning except Sunday from 7:00 to 7:30 a.m. presenting music, entertainment, farm hints and news of farm organizations. In all, Marian and Jim Jordan are credited with 264 aired performances ending the series with its final show on Saturday, February 27, 1932.

Sources: "Chicago Daily News" microfilms, logs and articles from the daily radio features page, loaned by the University of Illinois, Chicago, Illinois, 1-01-31 to 3-31-32.

Personal Interview: Jim Jordan, at his home, Saturday, May 17, 1980 by Tom Price.

Pgm #			Tit	:1e		Day	Month & #	Time of Day	Notes
1	Farmer	Rusk's	Top	0'	Morning	М	4/27	7:00-7:30 a.m	Premiere
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Pgm #		Title		Day	Month #	&	Time of Day		Notes
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Pgm #		Title		Day	Month 8	& Time of Day	Notes
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87	11	11		W	5 6	II	
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Pgm #		Title		Day	Month #	& Tim	e of ay		Notes	
127	Farmer	Rusk's Top O'	Morning	M	9/21	7:00	-7:30	a.m.		
128			•	Ţ	22		ıt			
129	11	11		M	23		ıı			
130	11	11		Th	24		11			
131	11	11		F	25		11			
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133	11	11		M	28		ıt			
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135	18	II		W	30		it			
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Pgm #	Title	Day Month & #	Time of Day	Notes
169	Farmer Rusk's Top 0' Morning	M 11/9	7:00-7:30	
170	ıı iı ,	T 10		
171	11 11	W 11	**	
172	11	Th 12	ii	
173	11	F 13	11	
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187	II II	M 30	11	
188	н	T 12/1	11	
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210	••	S 25°	11	
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Pgm #		Title	Day Mo	nth & #	Time of Day	Notes
211	Farmer Rus	k's Top 0' Morning	M 12	/28	7:00-7:30	a.m.
212	11		T	29	•	
213	H	11	W	30	11	
214	18	11	Th	31	11	
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228	11		T	5	11	
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221	11	II.	F	8	11	
222	11	. "	S	9	11	
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223	II	II .	M	11	H	
224	11	II	T	12	11	
225	11	11	W	131	11	
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FARMER RUSK'S TOP O'MORNING - 1932 (continued)

Pgm #		Title	Day	Month 8	A Time of Day	Notes
253	Farmer Rusk	's Top O' Mornin	g M	2/15	7:00-7:30	
254	II .	it .	T	16	н	
255	II	11	W	17	11	
256	16	11	Th	18	11	
257	11	11	F	19	16	
258	H	II .	Š	20	11	
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259	u	11	M	22	ıt	
260	11	11	Ť	23	11	
261	11	II .	Ŵ	24	11	
263	11	11	Th	25	ii.	
264	11	11	F	26	11	
264	FINAL		Š	27	11	